



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Sena Kozar Strategies
1322 G ST SE
WASHINGTON, DC 20003-3021

Contract # 5029942

Schedule Dates 10/19/21-10/25/21
Advertiser Hala Ayala for Lt Gov-D (141761)
Agency Sena Kozar Strategies (19658)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Hala for LT GOV 10.19-10.25 (1632698)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 10.19-10.25
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 11/08/21
Last Modified 11/08/21
Entered By Mark Afshar
CO-OP No
External #
Demo
Order Type Annual Member
Package Deal
Commission % 15.00
Commission \$16,586.25
Net Total \$93,988.75
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2021	98	\$110,575.00
Grand Total:	98	\$110,575.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/19/21-10/19/21	3	:30	5A- News-Good Morning Washington at 5a			2							\$150.00		Washington (WJLA)		11/8/21
1.0.1	Preempt	10/19/21															Washington (WJLA)	Pre-empt/Exception -	
1.0.2	Preempt	10/19/21															Washington (WJLA)	Pre-empt/Exception -	
2.0	Normal Line / SPOT	10/19/21-10/19/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM			2						2	\$525.00	\$1,050.00	Washington (WJLA)		11/8/21
3.0	Normal Line / SPOT	10/19/21-10/19/21	2	:30	9A- Live with Kelly			2						1	\$400.00	\$400.00	Washington (WJLA)		11/8/21
3.0.1	Preempt	10/19/21															Washington (WJLA)	Pre-empt/Exception -	
4.0	Normal Line / SPOT	10/19/21-10/19/21	1	:30	8A- 9A (EST)			1						1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/8/21
5.0	Normal Line / SPOT	10/19/21-10/19/21	1	:30	7A- 8A (EST)			1						1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/8/21
6.0	Normal Line / SPOT	10/19/21-10/19/21	2	:30	10A- 11A (EST)			2						2	\$250.00	\$500.00	Washington (WJLA)		11/8/21
7.0	Normal Line / SPOT	10/19/21-10/19/21	1	:30	10:58:25A- ABC-The View			1						1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/8/21
8.0	Normal Line / SPOT	10/19/21-10/19/21	1	:30	11:59:56A- News-7News ON YOUR SIDE at Noon			1						1	\$800.00	\$800.00	Washington (WJLA)		11/8/21
9.0	Normal Line / SPOT	10/19/21-10/19/21	2	:30	2P- ABC-General Hospital			1						1	\$525.00	\$525.00	Washington (WJLA)		11/8/21

CONFIRMATION CONTRACT

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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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10.0	Normal Line / SPOT	10/19/21-10/19/21	1	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM			1							\$1,800.00		Washington (WJLA)		11/8/21
10.0.1	Preempt	10/19/21															Washington (WJLA)	Pre-empt/Exception -	
11.0	Normal Line / SPOT	10/23/21-10/23/21	3	:30	11:59A- Sports-ABC College Football Early							1		1	\$1,000.00	\$1,000.00	Washington (WJLA)		11/8/21
12.0	Normal Line / SPOT	10/24/21-10/24/21	3	:30	8P- ABC-Celebrity Wheel of Fortune (Sunday)								1	1	\$3,000.00	\$3,000.00	Washington (WJLA)		11/8/21
13.0	Normal Line / SPOT	10/24/21-10/24/21	3	:30	9P- ABC-Supermarket Sweep (Sunday)								1	1	\$2,500.00	\$2,500.00	Washington (WJLA)		11/8/21
14.0	Normal Line / SPOT	10/22/21-10/22/21	3	:30	6:27P- 6:30P (EST)						1			1	\$2,500.00	\$2,500.00	Washington (WJLA)		11/8/21
15.0	Normal Line / SPOT	10/25/21-10/25/21	3	:30	6:27P- 6:30P (EST)		1								\$2,500.00		Washington (WJLA)		11/8/21
15.0.1	Preempt	10/25/21															Washington (WJLA)	Pre-empt/Exception -	
16.0	Normal Line / SPOT	10/25/21-10/25/21	3	:30	8P- 10P (EST)		1							1	\$3,000.00	\$3,000.00	Washington (WJLA)		11/8/21
17.0	Normal Line / SPOT	10/25/21-10/25/21	2	:30	5:58A- 7A (EST)		2							2	\$525.00	\$1,050.00	Washington (WJLA)		11/8/21
18.0	Normal Line / SPOT	10/25/21-10/25/21	3	:30	5A- 6A (EST)		1							1	\$150.00	\$150.00	Washington (WJLA)		11/8/21
19.0	Normal Line / SPOT	10/25/21-10/25/21	1	:30	12P- 1P (EST)		1								\$800.00		Washington (WJLA)		11/8/21

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19.0.1	Preempt	10/25/21															Washington (WJLA)	Pre-empt/Exception -	
20.0	Normal Line / SPOT	10/24/21-10/24/21	3	:30	9P- 10P (EST)								1	1	\$2,500.00	\$2,500.00	Washington (WJLA)		11/8/21
21.0	Normal Line / SPOT	10/19/21-10/19/21	1	:30	6:58:46P- Wheel Of Fortune			1						1	\$3,600.00	\$3,600.00	Washington (WJLA)		11/8/21
22.0	Normal Line / SPOT	10/19/21-10/19/21	1	:30	7:29:26P- Jeopardy			1						1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/8/21
23.0	Normal Line / SPOT	10/20/21-10/20/21	3	:30	5A- News-Good Morning Washington at 5a				2						\$150.00		Washington (WJLA)		11/8/21
23.0.1	Preempt	10/20/21															Washington (WJLA)	Pre-empt/Exception -	
23.0.2	Preempt	10/20/21															Washington (WJLA)	Pre-empt/Exception -	
24.0	Normal Line / SPOT	10/20/21-10/20/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM				2					2	\$525.00	\$1,050.00	Washington (WJLA)		11/8/21
25.0	Normal Line / SPOT	10/20/21-10/20/21	2	:30	9A- Live with Kelly				2					2	\$400.00	\$800.00	Washington (WJLA)		11/8/21
26.0	Normal Line / SPOT	10/20/21-10/20/21	1	:30	8A- 9A (EST)				1					1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/8/21
27.0	Normal Line / SPOT	10/20/21-10/20/21	1	:30	7A- 8A (EST)				1					1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/8/21
28.0	Normal Line / SPOT	10/20/21-10/20/21	2	:30	10A- 11A (EST)				2					2	\$250.00	\$500.00	Washington (WJLA)		11/8/21
29.0	Normal Line / SPOT	10/20/21-10/20/21	1	:30	10:58:25A- ABC-The View				1					1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/8/21

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30.0	Normal Line / SPOT	10/20/21-10/20/21	1	:30	11:59:56A- News-7News ON YOUR SIDE at Noon				1					1	\$800.00	\$800.00	Washington (WJLA)		11/8/21
31.0	Normal Line / SPOT	10/20/21-10/20/21	2	:30	2P- ABC-General Hospital				1					1	\$525.00	\$525.00	Washington (WJLA)		11/8/21
32.0	Normal Line / SPOT	10/20/21-10/20/21	1	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM				1					1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/8/21
33.0	Normal Line / SPOT	10/20/21-10/20/21	1	:30	6:58:46P- Wheel Of Fortune				1					1	\$3,600.00	\$3,600.00	Washington (WJLA)		11/8/21
34.0	Normal Line / SPOT	10/20/21-10/20/21	1	:30	7:29:26P- Jeopardy				1					1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/8/21
35.0	Normal Line / SPOT	10/21/21-10/21/21	3	:30	5A- News-Good Morning Washington at 5a					2				2	\$150.00	\$300.00	Washington (WJLA)		11/8/21
36.0	Normal Line / SPOT	10/21/21-10/21/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM					2				2	\$525.00	\$1,050.00	Washington (WJLA)		11/8/21
37.0	Normal Line / SPOT	10/21/21-10/21/21	2	:30	9A- Live with Kelly					2				2	\$400.00	\$800.00	Washington (WJLA)		11/8/21
38.0	Normal Line / SPOT	10/21/21-10/21/21	1	:30	8A- 9A (EST)					1				1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/8/21
39.0	Normal Line / SPOT	10/21/21-10/21/21	1	:30	7A- 8A (EST)					1				1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/8/21
40.0	Normal Line / SPOT	10/21/21-10/21/21	2	:30	10A- 11A (EST)					2				2	\$250.00	\$500.00	Washington (WJLA)		11/8/21
41.0	Normal Line / SPOT	10/21/21-10/21/21	1	:30	10:58:25A- ABC-The View					1				1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/8/21

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42.0	Normal Line / SPOT	10/21/21-10/21/21	1	:30	11:59:56A- News-7News ON YOUR SIDE at Noon					1				1	\$800.00	\$800.00	Washington (WJLA)		11/8/21
43.0	Normal Line / SPOT	10/21/21-10/21/21	2	:30	2P- ABC-General Hospital					1				1	\$525.00	\$525.00	Washington (WJLA)		11/8/21
44.0	Normal Line / SPOT	10/21/21-10/21/21	1	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM					1				1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/8/21
45.0	Normal Line / SPOT	10/21/21-10/21/21	1	:30	6:58:46P- Wheel Of Fortune					1				1	\$3,600.00	\$3,600.00	Washington (WJLA)		11/8/21
46.0	Normal Line / SPOT	10/21/21-10/21/21	1	:30	7:29:26P- Jeopardy					1				1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/8/21
47.0	Normal Line / SPOT	10/22/21-10/22/21	3	:30	5A- News-Good Morning Washington at 5a						2			1	\$150.00	\$150.00	Washington (WJLA)		11/8/21
47.0.1	Preempt	10/22/21															Washington (WJLA)	Pre-empt/Exception -	
48.0	Normal Line / SPOT	10/22/21-10/22/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM						2			2	\$525.00	\$1,050.00	Washington (WJLA)		11/8/21
49.0	Normal Line / SPOT	10/22/21-10/22/21	2	:30	9A- Live with Kelly						2			2	\$400.00	\$800.00	Washington (WJLA)		11/8/21
50.0	Normal Line / SPOT	10/22/21-10/22/21	1	:30	8A- 9A (EST)						1			1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/8/21
51.0	Normal Line / SPOT	10/22/21-10/22/21	1	:30	7A- 8A (EST)						1			1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/8/21
52.0	Normal Line / SPOT	10/22/21-10/22/21	2	:30	10A- 11A (EST)						2			2	\$250.00	\$500.00	Washington (WJLA)		11/8/21

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53.0	Normal Line / SPOT	10/22/21-10/22/21	1	:30	10:58:25A- ABC-The View						1			1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/8/21
54.0	Normal Line / SPOT	10/25/21-10/25/21	1	:30	10:58:25A- ABC-The View		1							1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/8/21
55.0	Normal Line / SPOT	10/22/21-10/22/21	1	:30	11:59:56A- News-7News ON YOUR SIDE at Noon						1			1	\$800.00	\$800.00	Washington (WJLA)		11/8/21
56.0	Normal Line / SPOT	10/25/21-10/25/21	1	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		1							1	\$800.00	\$800.00	Washington (WJLA)		11/8/21
57.0	Normal Line / SPOT	10/25/21-10/25/21	2	:30	2P- ABC-General Hospital		1							1	\$525.00	\$525.00	Washington (WJLA)		11/8/21
58.0	Normal Line / SPOT	10/22/21-10/22/21	2	:30	2P- ABC-General Hospital						1			1	\$525.00	\$525.00	Washington (WJLA)		11/8/21
59.0	Normal Line / SPOT	10/22/21-10/22/21	1	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM						1			1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/8/21
60.0	Normal Line / SPOT	10/25/21-10/25/21	1	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1							1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/8/21
61.0	Normal Line / SPOT	10/22/21-10/22/21	1	:30	6:58:46P- Wheel Of Fortune						1			1	\$3,600.00	\$3,600.00	Washington (WJLA)		11/8/21
62.0	Normal Line / SPOT	10/25/21-10/25/21	1	:30	6:58:46P- Wheel Of Fortune		1							1	\$3,600.00	\$3,600.00	Washington (WJLA)		11/8/21
63.0	Normal Line / SPOT	10/22/21-10/22/21	1	:30	7:29:26P- Jeopardy						1			1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/8/21
64.0	Normal Line / SPOT	10/25/21-10/25/21	1	:30	7:29:26P- Jeopardy		1							1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/8/21

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Brand Hala for LT GOV 10.19-10.25 (1632698)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 10.19-10.25
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 11/08/21
Last Modified 11/08/21
Entered By Mark Afshar
CO-OP No
External #
Demo
Order Type Annual Member
Package Deal
Commission % 15.00
Commission \$16,586.25
Net Total \$93,988.75
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2021	98	\$110,575.00
Grand Total:	98	\$110,575.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
65.0	Normal Line / SPOT	10/19/21-10/19/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM			1						1	\$650.00	\$650.00	Washington (WJLA)		11/8/21
66.0	Normal Line / SPOT	10/20/21-10/20/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM				1					1	\$650.00	\$650.00	Washington (WJLA)		11/8/21
67.0	Normal Line / SPOT	10/21/21-10/21/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM					1				1	\$650.00	\$650.00	Washington (WJLA)		11/8/21
68.0	Normal Line / SPOT	10/22/21-10/22/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM						1			1	\$650.00	\$650.00	Washington (WJLA)		11/8/21
69.0	Normal Line / SPOT	10/25/21-10/25/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1							1	\$650.00	\$650.00	Washington (WJLA)		11/8/21
70.0	Normal Line / SPOT	10/19/21-10/19/21	2	:30	11:35P- ABC-Jimmy Kimmel			1						1	\$400.00	\$400.00	Washington (WJLA)		11/8/21
71.0	Normal Line / SPOT	10/20/21-10/20/21	2	:30	11:35P- ABC-Jimmy Kimmel				1					1	\$400.00	\$400.00	Washington (WJLA)		11/8/21
72.0	Normal Line / SPOT	10/21/21-10/21/21	2	:30	11:35P- ABC-Jimmy Kimmel					1				1	\$400.00	\$400.00	Washington (WJLA)		11/8/21
73.0	Normal Line / SPOT	10/22/21-10/22/21	2	:30	11:35P- ABC-Jimmy Kimmel						1			1	\$400.00	\$400.00	Washington (WJLA)		11/8/21
74.0	Normal Line / SPOT	10/25/21-10/25/21	2	:30	11:35P- ABC-Jimmy Kimmel		1							1	\$400.00	\$400.00	Washington (WJLA)		11/8/21
75.0	Normal Line / SPOT	10/19/21-10/19/21	2	:30	12:37A- ABC-Nightline			1						1	\$125.00	\$125.00	Washington (WJLA)		11/8/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Sena Kozar Strategies
1322 G ST SE
WASHINGTON, DC 20003-3021

Contract # 5029942

Schedule Dates 10/19/21-10/25/21
Advertiser Hala Ayala for Lt Gov-D (141761)
Agency Sena Kozar Strategies (19658)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Hala for LT GOV 10.19-10.25 (1632698)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
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76.0	Normal Line / SPOT	10/20/21-10/20/21	2	:30	12:37A- ABC-Nightline				1					1	\$125.00	\$125.00	Washington (WJLA)		11/8/21
77.0	Normal Line / SPOT	10/21/21-10/21/21	2	:30	12:37A- ABC-Nightline					1				1	\$125.00	\$125.00	Washington (WJLA)		11/8/21
78.0	Normal Line / SPOT	10/22/21-10/22/21	2	:30	12:37A- ABC-Nightline						1			1	\$125.00	\$125.00	Washington (WJLA)		11/8/21
79.0	Normal Line / SPOT	10/25/21-10/25/21	2	:30	12:37A- ABC-Nightline		1							1	\$125.00	\$125.00	Washington (WJLA)		11/8/21
80.0	Normal Line / SPOT	10/23/21-10/23/21	2	:30	7A- ABC-Good Morning America Saturday							2		2	\$400.00	\$800.00	Washington (WJLA)		11/8/21
81.0	Normal Line / SPOT	10/23/21-10/23/21	2	:30	8A- News-7News ON YOUR SIDE Weekend at 8AM							2		2	\$325.00	\$650.00	Washington (WJLA)		11/8/21
82.0	Normal Line / SPOT	10/23/21-10/23/21	2	:30	9A- ABC-Good Morning America Saturday 2							1		1	\$400.00	\$400.00	Washington (WJLA)		11/8/21
83.0	Normal Line / SPOT	10/23/21-10/23/21	3	:30	11P- 12A (EST)							1		1	\$250.00	\$250.00	Washington (WJLA)		11/8/21
84.0	Normal Line / SPOT	10/23/21-10/23/21	3	:30	12:05P- 1A (EST)							1		1	\$50.00	\$50.00	Washington (WJLA)		11/8/21
85.0	Normal Line / SPOT	10/24/21-10/24/21	3	:30	7:30A- News-7News ON YOUR SIDE Weekend at 730AM								1	1	\$100.00	\$100.00	Washington (WJLA)		11/8/21
86.0	Normal Line / SPOT	10/24/21-10/24/21	2	:30	7:58:40A- ABC-Good Morning America Sunday								1	1	\$450.00	\$450.00	Washington (WJLA)		11/8/21

CONFIRMATION CONTRACT

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87.0	Normal Line / SPOT	10/24/21-10/24/21	2	:30	7:58:40A- ABC-Good Morning America Sunday								1	1	\$450.00	\$450.00	Washington (WJLA)		11/8/21
88.0	Normal Line / SPOT	10/24/21-10/24/21	2	:30	6P- 7P (EST)								1	1	\$525.00	\$525.00	Washington (WJLA)		11/8/21
89.0	Normal Line / SPOT	10/25/21-10/25/21	3	:30	8P- ABC-Dancing with the Stars (Monday)		1								\$3,000.00		Washington (WJLA)		11/8/21
89.0.1	Preempt	10/25/21															Washington (WJLA)	Pre-empt/Exception -	

CONFIRMATION CONTRACT

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